

Before the  
Federal Communications Commission  
Washington, DC 20554

RECEIVED

MAY - 7 1993

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

In the matter of

Policies and Rules Concerning  
Children's Television Programming

Revision of Programming Policies  
for Television Broadcast Stations

MM Docket No. 93-48

RECEIVED

MAY 7 1993

Comments of

DR. DALE KUNKEL FCC MAIL BRANCH

Dept. of Communication  
University of California, Santa Barbara, CA 93106  
(805) 893-3278

The question of how well broadcasters have served the needs of children under differing types of public policy requirements throughout television's history has been the focus of my research efforts for at least the last 10 years. I have published numerous studies on this topic in scientific journals in the fields of psychology and communication, and have contributed my knowledge and opinions about children's television repeatedly before Congress and the FCC.

Consistent with my long-standing interests, I had initiated in the fall of 1992 a study of the efforts being pursued by the broadcast industry to fulfill the new children's educational programming requirements established by the Children's Television Act. That study, supported by a grant from the Academic Senate of the University of California, is now complete and I am submitting it for the record in the current proceeding.

The study, entitled "Broadcasters' License Renewal Claims Regarding Children's Educational Programming," presents the most elaborate assessment to date of the industry's practices under the new CTA policy framework. It findings document a number of serious

No. of Copies rec'd  
List A B C D E

0 + 9

deficiencies in the overall industry response to the new programming obligations. I urge the Commission to consider this evidence carefully in addressing the need for policy revision in this area. It is apparent that the current approach employed by the Commission to implement the CTA's requirements are not achieving the goals intended by Congress when it approved this legislation.

Respectfully submitted,

A handwritten signature in cursive script that reads "Dale Kunkel". The signature is written in dark ink and is positioned above the printed name.

Dale Kunkel

May 7, 1993

**Broadcasters' License Renewal Claims  
Regarding Children's Educational Programming**

**RECEIVED**

**MAY 7 1993**

**FCC MAIL BRANCH**

Dale Kunkel

Dept. of Communication  
University of California, Santa Barbara  
Santa Barbara, CA 93106  
(805) 893-3278

May 7, 1993

# **Broadcaster's License Renewal Claims**

## **Regarding Children's Educational Programming**

### **EXECUTIVE SUMMARY**

The Children's Television Act, which was approved by Congress in 1990 and implemented by the FCC effective October 1, 1991, requires stations to serve the educational and informational needs of the child audience. Stations must report their efforts to fulfill this public interest obligation when they apply to the FCC to obtain their license renewal. Questions have been raised about the nature and extent of the programming stations are providing to meet the new policy requirements. This study provides a systematic assessment of broadcasters' efforts to fulfill their obligations under the Children's Television Act.

A sample of 48 stations that applied to the FCC for license renewal in 1992 was examined. Copies of all documents in each station's license renewal file were obtained from the FCC. These documents were then assessed on a number of dimensions. The findings indicated that:

- stations claimed to provide an average of 3.4 hours per day of programming "specifically designed" to meet the educational needs of children;
- the program titles claimed in this category included many examples with questionable educational value, such as *GI Joe*, *Teenage Mutant Ninja Turtles*, and *The Jetsons*;
- despite the fact that the law requires stations to provide some programming "specifically designed" to meet the educational needs of children, 21% of stations failed to claim that any of their programs meet this criterion;
- of the stations that reported providing educational programming specifically designed for children, over half (52%) delivered such content on weekends only;
- stations reported very little locally produced children's programming; only 4 of the 48 stations delivered any such content;
- only 12% of the claims of non-broadcast service to children (e.g., providing study guides to accompany educational programs) included in the license renewal files meet the criteria established by Congress; most such claims cannot be counted toward compliance with the Children's Television Act;
- 29% of stations failed to provide the FCC's basic required information for the programming they claimed to meet the needs of children, even though the FCC requires only that a station report the day and time for all programming claimed, the duration of the program, and a brief description of the content.

Much of the 3.4 hours per/week of educational children's programming claimed by stations clearly does not reflect the type of efforts Congress had anticipated when it approved the Children's Television Act. The findings of this study call into question the seriousness with which the broadcast industry has responded to the Children's Television Act requirements, suggesting the need for policy-makers to respond to these shortcomings to insure that children are served more responsibly.

## **Broadcasters' License Renewal Claims**

### **Regarding Children's Educational Programming**

The Children's Television Act of 1990 (CTA) represents the culmination of more than 25 years of controversy and debate about the public policies needed to insure that broadcasters provide adequate service to the child audience, consistent with their public interest obligations. The Act addresses several different areas of concern regarding children's television; the most central aspect of the new law holds that each television broadcaster must provide programming to serve the educational and informational needs of children.

To be precise, the Children's Television Act stipulates that each station must serve "the educational and informational needs of children through the licensee's overall programming, including programming specifically designed to serve such needs" [Sec. 103 (a) (2)]. In practice, this means that broadcasters' service to children can be separated into two distinct categories: (1) programming that is primarily intended for general audiences but which has demonstrable educational value for children, and; (2) programming that is specifically designed to serve the educational and informational needs of children. While stations may count both types of service, they must provide at least some content specifically designed for children; general audience oriented programming alone cannot fulfill the CTA's requirements.

In addition, the Children's Television Act [Sec. 103 (b)] further established that stations may claim credit for serving the child audience through two specific types of non-broadcast activities, including: (1) efforts to enhance the educational value of a station's programming for children (such as through the distribution of study guides related to program topics), and; (2) efforts to produce or support educational children's programming that airs on another station in the same market (such as a commercial station presenting promos for "Sesame Street" that airs on a local PBS affiliate). While these efforts may enhance a licensee's case that it has served the child audience adequately, they alone cannot be relied upon to fulfill the children's programming obligation.

As with most broadcast regulation, the policies contained in the Children's Television Act had to be interpreted and applied by the FCC. In two separate rulings issued in 1991 (FCC, 1991a; 1991b), the Commission established the basic framework needed to implement the law. Among its key decisions in this realm, the agency has:

- (1) **established the age of children** that must be served by the educational programming obligation as those up to 16 years of age;
- (2) **defined educational/informational programming** as content that will "further the positive development of the child in any respect, including the child's cognitive/intellectual or emotional/social needs" (FCC, 1991a, at para. 21);
- (3) **allowed the broadcaster to determine what programming qualifies** as educational/informational content under the preceding definition;
- (4) **declined to offer any quantitative guidelines** regarding "how much is enough" in terms of the amount of educational programming expected of each station;
- (5) **declined to adopt any policies regarding scheduling** of the required programming (such as requiring shows at times when children are likely to be viewing, or requiring shows to be scheduled throughout the week rather than all on one day, such as Saturday);

- (6) **declined to require age-specific targeting** (e.g., to pre-school or elementary school-aged child audiences) of any educational programming;
- (7) **determined that short-segment content may be counted** (e.g., 30 second public service announcements; 60-90 second "drop-ins" placed during program breaks) toward a station's fulfillment of its educational programming obligation, and;
- (8) **established no uniform reporting requirements** regarding how a station should document the nature and extent of its compliance with the programming obligations; for any programming claimed as fulfilling the obligation, stations must simply submit records that indicate the time, date, duration, and a brief description of the program.

These policy decisions were issued in 1991 and broadcasters were advised that the new requirements would be effective as of Oct. 1, 1991. Stations submitting license renewal applications to the FCC on or after Feb. 1, 1992 were required to demonstrate fulfillment of the new Children's Television Act obligations.

It is apparent that the policies and procedures adopted by the FCC in this realm afford broadcasters an extraordinary degree of latitude and discretion in terms of how they might achieve compliance. The rules employed by the FCC to administer the CTA were designed with the expectation that most stations would pursue good-faith efforts to fulfill the new programming obligations. Preliminary evidence that has been reported by the Center for Media Education (1992) and also by the popular press (Andrews, 1992; Waters, 1992; Zoglin, 1993) has served to call this assumption into question. For example, some stations have claimed popular cartoons with little apparent educational value, such as *GI Joe* and *The Jetsons*, as counting toward their fulfillment of the educational programming requirement.

The extent to which such examples are representative of the industry as a whole remains unclear. No systematic assessment has yet been reported examining stations' efforts to fulfill their children's obligation under the new policy framework. This study is designed to address this particular void of information. Specifically, this report surveys a broad range of license renewal files submitted to the FCC during 1992 and summarizes the nature and extent of stations' claims of compliance with the Children's Television Act requirements.

## METHOD

**Sample.** The sample of stations included in the study was selected from among all commercial television licensees with a renewal application deadline that fell during calendar year 1992. This includes essentially all stations in the following 17 states: Arkansas; Colorado; Illinois; Indiana; Iowa; Kentucky; Louisiana; Michigan; Minnesota; Mississippi; Missouri; Montana; North Dakota; Ohio; South Dakota; Tennessee; Wisconsin.

A stratified sampling technique was employed in which stations were sorted by the size of the market, or community, in which the station is located. Stations were categorized into 4 tiers according to their market size (based on rankings in *Broadcasting Yearbook, 1992*): tier 1 represents stations in the 25 largest markets nationally; tier 2 represents markets 25-50; tier 3 markets 51-100; and tier 4 markets ranked 100 and above.

The goal of the sampling strategy was to obtain an equal number of stations across each of the stratified dimensions. That outcome was accomplished by randomly selecting 12 stations in each of the four tiers, for a total of 48 stations overall in the study. This sampling approach insures that stations in the larger markets are more heavily represented in the study than would be the case with a simple random selection process, which is important for two reasons. First, stations in larger markets are typically viewed by more people, and thus the analysis is weighted to

take into account the likely extent of audience reach and impact in the larger markets. Second, stations in larger markets, by virtue of their larger resource base, are arguably the best positioned to pursue more sophisticated efforts at children's programming. Hence an analysis that weights larger market stations more heavily affords the broadcast industry the best possible opportunity to demonstrate a meaningful level of compliance with the new children's programming obligations.

**Measures.** For each station included in the sample, photocopies were obtained of all documents pertaining to children's television included in the station's license renewal application on file at the FCC in Washington. These documents were then assessed to calculate the amount of programming that was claimed as educational for children in compliance with the Children's Television Act requirements.

Specifically, all programming was categorized according to: (1) whether the licensee claimed the content as specifically designed for children; or as overall programming intended for general audiences, but which holds educational value for children, and; (2) whether or not each program was regularly scheduled or appeared occasionally. Programs that lacked any explicit mention of the "specifically designed" term or concept were categorized as general audience programming. To be considered regularly scheduled, programs had to air at least weekly; content such as specials, movies, or individual episodes of programs (as opposed to the entire series) that were listed in the renewal files were categorized as occasional programming.

In addition, programs were evaluated for any claims related to the target audience of the content. The child audience was separated into three distinct groups: pre-school aged children (roughly ages 2-5); elementary-school aged children (roughly ages 6-12); and adolescents (roughly ages 13-16). Each program was coded for any indication offered in the station's claims of a specific target audience.

Stations may also claim public service announcements and/or short segment programming (which the broadcast industry typically labels as "drop-ins," "vignettes," or "interstitials") toward fulfillment of their educational programming obligation. Such claims were also calculated for each station sampled, along with an assessment of each station's claims of non-broadcast efforts that could be counted toward fulfillment of the Act's requirements.

In all cases throughout the study, stations' claims about programming were accepted as accurate and valid. If a licensee claimed any content as educational or as specifically designed for children, it was coded as such regardless of the likely accuracy of that claim. Thus, this research is best characterized as a study of stations' claims about their educational programming for children; it provides no independent assessment of the nature and amount of actual educational programming delivered to the child audience.

## RESULTS

### Educational Programming Specifically Designed for Children

The core of the children's programming obligation is the requirement that each station provide programming specifically designed to educate and/or inform the child audience. This study indicates an average of 3.4 hours per week was claimed by the stations sampled (see Table 1). There was no obvious relationship between market size and the amount of such programming reported. The majority of stations (52%) aired programs to fulfill this obligation on weekends only; stations in larger markets tended to offer somewhat more coverage on weekdays than stations in smaller markets, though not by a large margin. Given that the Act is explicit in requiring at least some programming specifically designed for children, it is surprising that 21% of the stations surveyed made no such claim for any of their programming. In most of these cases, stations simply offered a list of programs, indicated that they served the educational

needs of children, but failed to assert that any of the content was specifically designed for children, or to distinguish specifically designed content from material intended for general audiences.

A clear sense of the nature of the content claimed as specifically designed to educate and inform children can be gained from Table 2, which lists in alphabetical order all programs claimed by all stations as fulfilling this requirement. A number of these programs (e.g., *Beakman's World*; *CBS Storybreak*; *Name Your Adventure*) have been recognized widely as legitimate efforts to fulfill the educational programming obligation. Many others on the list (e.g., *GI Joe*; *Teenage Mutant Ninja Turtles*; *The Jetsons*) might raise questions about the validity of the claim that such content is specifically designed to educate/inform. From another perspective, one might also ponder the classification of such prime-time programs as *Full House*, *Life Goes On*, and *Small Wonder* as material specifically designed for children, independent of its possible educational value for child viewers.

Stations also reported educational programming specifically designed for children that aired on an irregular, or occasional, basis. These claims are summarized in Table 3, which indicates that stations averaged 2.3 hours of such programming each quarter (3 month period). This translates into an average of 12 minutes per station per week in addition to the amount of regularly scheduled programs reported above. Almost half (46%) of the stations sampled reported no such efforts. Table 4 reflects all program titles claimed in this category. Many regularly scheduled programs appear on the list because some stations listed only individual episodes, rather than the entire series, as meeting their educational obligation.

#### Educational Programming Not Specifically Designed for Children

Under the Children's Television Act, stations are allowed to take credit for serving the educational needs of children through their "overall programming." The legislative history of the Act establishes that this may include programs that are primarily intended for general or adult audiences, but which hold educational value for children. In this category, stations claimed an average of 2.9 hours per week of regularly scheduled program content (see Table 5). A majority of stations overall (54%) offered no claims of providing such programming. These stations apparently have placed reliance on other aspects of their programming (e.g., specifically designed programming, short segment efforts) as adequate to fulfill their obligation to children.

Table 6 reports the program titles in this category claimed by stations. Many programs listed are distinctly child-oriented (e.g., *Bobby's World*; *Darkwing Duck*; *Toxic Crusaders*). Among the possible explanations that would account for their placement in this category is that the station failed to designate any of its programming as specifically designed for children, and hence all of its efforts were categorized in the not-specifically-designed group; or that the station recognized the program as child-oriented but did not wish to claim the program as specifically designed to educate/inform the child audience because of its primary entertainment orientation. The larger proportion of titles are drawn from programs widely considered as entertainment for general audiences (e.g., *Leave it to Beaver*; *Star Trek*; *The Simpsons*).

Stations also reported educational programming not specifically designed for children that aired on an irregular, or occasional, basis. These claims are summarized in Table 7, which indicates that stations averaged 6.0 hours of such programming each quarter (3 month period). This translates into an average of 30 minutes per station per week in addition to the amount of regularly scheduled programs reported above. Almost half (44%) of stations sampled reported no such efforts. Table 8 reflects all program titles claimed in this category. Again, many regularly scheduled programs appear on the list because some stations listed only individual episodes, rather than the entire series, as meeting their educational obligation.



### Age-Specific Targeting of Stations' Educational Programming

It is well-established that programs which target a narrow age range of the child audience, taking into account the unique level of children's cognitive abilities in that age group, accomplish the most significant learning outcomes. While this principle was acknowledged and discussed extensively by the Congress in its deliberations on the Act, it was left to the FCC to determine whether or not age-specific targeting of educational programming would be required of each station. The FCC ultimately declined to require such effort.

Table 13 indicates that stations included an average of 4.1 non-broadcast claims of service to children in their license renewal applications. Of these claims, however, only 12% were judged as valid under the two categories established by Congress. It is apparent that many stations do not recognize the limitations that exist on non-broadcast claims. Among the most common types of claims that were judged invalid in this realm were: offering station tours to children; sponsoring academic achievement awards at local schools; conducting contests or charity drives involving youth; and station employees reading to children at local schools. None of these activities were tied to any programming efforts and thus could not be considered legitimate claims. Moreover, several stations claimed the time devoted to airing promotions for their own programming specifically designed for children as credit in this realm, when in fact the law is explicit in allowing credit only for "efforts by the licensee to produce or support programming broadcast by another station in the licensee's marketplace which is specifically designed to serve the educational and informational needs of children" [Sec. 103 (b) (2)].

A minority of stations reported valid claims of non-broadcast efforts. The most prevalent approach involved the distribution of study guides related to programming offered on the station, which was reported by 25% of all stations.

### Basic Reporting Format

The final measure reported in this study is an overall assessment of the industry's adherence to the minimal reporting standards imposed by the FCC for filing claims of compliance with the Children's Television Act requirements. While the Commission established no uniform format for licensees' reports of their children's programming efforts, it stipulated clearly that stations must submit records that indicate the time, date, duration, and a brief description for each program claimed toward fulfilling the children's obligation. Table 14 indicates that only 71% of the stations sampled complied with this minimum reporting requirement for their standard-length programming. Several stations provided only lists of their children's program titles, failing to indicate the length of the programming or the days and times when it was broadcast. Many others provided the required information for some but not all of their programming claims.

## DISCUSSION

This study provides the first systematic assessment of stations' efforts in response to the Children's Television Act. Perhaps the two most meaningful issues to be considered in evaluating the industry response to the new policy involve concerns surrounding the quantity and quality of the programming offered for children. A strength of this study is its precision in quantifying the amount of children's programming efforts claimed by broadcasters. Assuming *arguendo* that all of the programming claimed as specifically designed to educate children represents only legitimate

Thus, in simple quantity terms, stations are doing little better today at providing educational programming specifically designed for children than they were doing 15-20 years ago, even conceding to the industry the entirety of its claims about the educational value of the shows it now delivers. Obviously, however, this concession about the quality, or more bluntly, the legitimacy of the industry's educational programming efforts does not seem warranted from the findings produced by this study.

The ultimate criterion of the legitimacy of any claim to count a program as educational is whether or not it fits the FCC's definition of such content. As noted at the outset, the Commission defined such material as content that will "further the positive development of the child in any respect, including the child's cognitive/intellectual or emotional/social needs." One of the initial goals of this study was to evaluate how stations demonstrated the educational fit of their programs to this criterion, and which of the educational needs of children were being served more or less than others. This goal was unattainable because of the inconsistent nature of the format for claims reported by stations; because most claims offered were vague or imprecise and made no direct reference to the FCC's criterion; and because many stations simply failed to offer any support at all that their programming did indeed fit the definition.

Consequently, the principal contribution this study can offer to assess the quality or legitimacy of the educational programming efforts reported is to bring into public light the program titles claimed, which should at least afford the opportunity to debate the educational merits of these shows. The program lists contained in the tables herein are not illustrative, but rather are comprehensive. They report the entirety of the efforts of the 48 stations surveyed to meet the educational needs of children. While some worthwhile and noteworthy efforts are no doubt contained in these lists, their general nature appears to offer little that is in any way new, innovative, or uniquely responsive to the policy framework of the Children's Television Act.

At a more detailed level of analysis, it is worth noting that two long-standing patterns regarding children's programming identified by the FCC in the past remain evident today. Many stations continue to concentrate their efforts at children's programming on weekends only, rather than to distribute such content more widely throughout the week, which would make it more easily accessible to child-viewers. And extremely few programs employ any effort to target a narrow age-range of the child audience, the technique proven most effective at accomplishing educational outcomes in child-viewers. The FCC implored stations to improve in both of these areas in the 1970s, albeit without any success. Although it avoided regulating these areas in its initial implementation of the new Children's Television Act requirements, the findings of the present study suggest the need for the Commission to reexamine its stance.

Finally, this study raises the question of the seriousness with which the commercial broadcast industry has addressed the new children's regulatory framework. Deficiencies clearly exist in terms of the industry's response to its obligations in this realm. Although the Act requires each station to provide at least some educational programming "specifically designed for children," 21% of the stations examined claimed no standard-length programs that fulfilled this obligation. Of the larger proportion of stations that claim to deliver such content, many rely upon program titles that raise inherent questions about the educational value of the shows. Misunderstandings abound about how to properly report the programming stations offer; indeed, only 71% of the stations sampled complied with the FCC's minimal record-keeping requirements. Moreover, an overwhelming majority of the non-broadcast claims of service to the child audience could not possibly fit the standards of the Act's requirements, reflecting a distressing lack of familiarity with the operational details of the applicable policy. All of the available evidence points to the conclusion that the broadcast industry has yet to fulfill its obligations to the child audience in the meaningful fashion anticipated when the Children's Television Act was adopted by Congress.

## REFERENCES

- Andrews, E. (1992, Sept. 30). Broadcasters, to satisfy law, define cartoons as education. New York Times, pp. A1, A15.
- Center for Media Education/Institute for Public Representation of the Georgetown University Law Center. (1992, Sept 29). A report on station compliance with the Children's Television Act. Washington, DC: author.
- Federal Communications Commission. (1979). Television programming for children: A report of the Children's Television Task Force. Washington, DC: author.
- Federal Communications Commission. (1991a, April 12). Report and order: In the matter of policies and rules concerning children's television programming. FCC Record, 6, 2111-2127.
- Federal Communications Commission. (1991b, August 26). Memorandum opinion and order: In the matter of policies and rules concerning children's television programming. FCC Record, 6, 5093-5105.
- Waters, H. (1992, Nov. 30). On kids TV, ploys R us. Newsweek, pp. 88-89.
- Zoglin, R. (1993, March 22). If not the Jetsons, what? Time, p. 64.

**AUTHOR'S NOTE:** This research was supported by a grant to the author from the Academic Senate of the University of California and by a May Company Senior Honors Thesis Fellowship awarded to Julie Canepa, who assisted with the study. Doctoral candidate Susan Fox assisted with the presentation of the tables.

**Table 1**  
**Amount of Regularly Scheduled, Standard-Length Educational Programming**  
**Specifically Designed for Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Average weekly hours of programming per station	4.0	2.7	3.5	3.7	3.4
Percentage of stations offering programming on weekends only	42	58	50	58	52
Percentage of stations claiming none	25	17	25	17	21

**Note:** These amounts include programs aired at least weekly in which all episodes, or the entire series, are claimed as educational and specifically designed for children.

**Table 2**  
**Program Titles of Regularly Scheduled, Standard-Length Educational**  
**Programming Specifically Designed for Children**

A Likely Story	Goof Troop	Pro-Stars
ABC Weekend Specials	Gospel Bill Show	Real News for Kids
Adventure Pals	Hammerman	Real Videos
Back to Future	Highway To Heaven	Riders in the Sky
Beakman's World	Inside Sport	Romper Room
Becky's Barn	Joe Cool	Saved By The Bell
Beetlejuice	Josh McDowell	Scratch
Bugs & Tweety Show	Joy Junction	Slimer & Real Ghostbusters
Captain Hook	K-TV	Small Wonder
Captain N/Super Mario	Kids Club	Spacecats
Brothers	Kids Club Show	Straight Talk from Teens
Captain Planet	Kids Jamboree	Sunshine Factory
CBS Storybreak	Kids Like You	Superbook
Chip N Dale's Rescue Rangers	Land Of The Lost	Swans Crossing
Circle Square	Life Goes On	Tale Spin
Darkwing Duck	Lift Jesus Higher	Teenage Mutant Ninja Turtles
Davey and Goliath	Mr. Bogus	That's Inkidable
Disney's Little Mermaid	Muppet Babies	The Amazing Live Sea-
Dr. Jim's Animal Clinic	Name Your Adventure	Monkeys
Duck Tales	New Adventures of Winnie	The Jetsons
Darkwing Duck	The Pooh	The Filling Station
Earth Journal	New At The Zoo	The Flying House
Faith Fort	News For Kids	Tiny Toons
Fire By Night	Not Just the News	Toxic Crusaders
Full House	On the Rock	Way Cool
Funtastic World of Hanna	Pet Playhouse	Where's Waldo
Barbera	Pirates of Dark Water	Wide World of Kids
Gator Tales	Power Connection	Widget
Get on Board with Miss Jill	Power Team	Winnie the Pooh
Gl Joe	Quigley's Village	Yo Yogi
God's Rock House	Powerview	

**Table 3**  
**Amount of Occasional, Standard-Length Educational Programming**  
**Specifically Designed for Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Average quarterly hours of programming per station	2.0	2.0	2.0	3.3	2.3
Average weekly minutes of programming per station	10	10	10	16	12
Percentage of stations claiming none	50	42	50	42	46

Note: These amounts include all content claimed for specials, movies, and individual episodes of series when the entire series was not claimed; or in which the programming was not aired at least once weekly.

**Table 4****Program Titles of Occasional, Standard-Length Educational Programming Specifically Designed for Children**

20 On 2	Easter Dream	Pro-Stars
A Charlie Brown Christmas	Emperor's New Clothes	Quigleys Village
A Claymation Easter	Forests 4 Ever	Real News for Kids
A Wish that Changed Christmas	G.I. Joe Anti Drug Special	Rites of Passage
ABC Afterschool Special	Goof Troop Special	Rudolph the Red Nosed Reindeer
ABC News Special	Great Expectations Afternoon Special	Sanctuary
Act It Out	Here Comes Peter Cotton Tail	Santa Claus is Coming to Town
Babes World	Jingle Bell Rap	Santa's Workshop
Back to School '92	Johnny Appleseed	Saved By The Bell
Back to the Future	JT	Scratch
Captain N: The Gamemaster	Jungle Book	Soil 4 Ever
CBS Schoolbreak Special	Kidsland	Spacecats
Daffy Duck	KRDO Children's Christmas Show	Sports Illustrated for Kids
Darkwing Duck	Land of The Lost	Super Mario Brothers
Disney's Little Mermaid	Little Drummer Boy	Superstar Kids Challenge
Disney Special: From All Of Us To You	Moe's World	The Bay Boy
Disney Special: Nashville Coyote	NBA All-Star Stay in School Jam	The Greatest Evil
Disney Special: Nikki, Wild Dog of the North	Night Songs	Teen Vid Magazine
Disney Special: Tribute To Mom	No Means No	Teenage Mutant Ninja Turtles
Disney Special: Scary Tales of Halloween	Places for Kids	U Can 2
	Parent Trap	Understanding HIV
	Pirates of Dark Water	Yankee Doodle
		Yo Yogi
		Young People's Special



**Table 5**  
**Amount of Regularly Scheduled, Standard-Length Educational Programming**  
**Not Specifically Designed for Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Average weekly hours of programming per station	6.0	1.2	3.8	0.5	2.9
Percentage of stations offering programming on weekends only	8	0	0	25	8
Percentage of stations claiming none	33	58	58	67	54

**Table 6**  
**Program Titles of Regularly Scheduled, Standard-Length Educational**  
**Programming Not Specifically Designed for Children**

Adventures of He-Man	Full House	Perfect Strangers
Ag Day	Gospel Bill	Peter Pan and Pirates
Agri-Country	Growing Pains	Pirate Adventures
Andy Griffith Show	Earth Journal	Saved by the Bell
Becky's Barn	Family Matters	Sports Quest
Beverly Hills 90210	Fresh Prince of Bel Air	Star Trek
Bill and Ted's Excellent Adventure	Hallmark: O Pioneers	Quigleys Village
Blossom	Here and Now	Rescue 911
Bobby's World	Highway to Heaven	Rural Urban
Bozo Show	Hogan Family	Step By Step
Bucky O'Hare	K-TV	Straight Talk
Channel Three News	Kids Jamboree	Street Justice
Charles in Charge	Lafayette Live	Tail Spin
Chip N Dale's Rescue Rangers	Leave it to Beaver	Teenage Mutant Ninja Turtles
Cooky's Cartoon Club	Life Goes On	Ten O'Clock News
Cosby Show	Little House on the Prairie	The Simpsons
Darkwing Duck	Meadowlark Lemon	Toxic Crusaders
Davey & Goliath	Merrie Melodies	True Colors
Different World	Movie: Against Her Will	Webster
Dinosaurs	Movie: Shipwrecked	Who's the Boss
Ducktales	Movie: White Fang	Wide World of Kids
	Muppet Babies	Widget
		Zoo Life

**Table 7**  
**Amount of Occasional Standard-Length Educational Programming Not Specifically**  
**Designed for Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Average quarterly hours of programming per station	12.0	3.3	6.7	2.3	6.0
Average weekly minutes of programming per station	60	17	34	12	30
Percentage of stations claiming none	25	50	42	58	44

**Table 8**  
**Program Titles of Occasional, Standard-Length Educational Programming Not Specifically Designed for Children**

43 Focus	Crib Safety	Movie: Across the Great Divide
50 Years of Disney	Cross Creek	Movie: Against Her Will
A Busch Gardens-Sea World Summer Safari	Crusin' For Camp Courageous	Movie: Cat From Outer Space
A Dream Deferred	Cry Freedom	Movie: Davey Crockett at the Alamo
ABC's of Dinosaurs	Darkwing Duck	Movie: Flight of The Navigator
ABC World of Discovery	Desperate Passage	Movie: Adventures of the Wilderness Family
America at Risk	Different World	Movie: Hairspray
American Giants	Dinosaurs	Movie: Little Monsters
Ancient African Art	Disney Family Classics	Movie: Mountain Family Robinson
Ancient Secrets of the Bible	Disney Special: Ringo, Refugee Raccoon	Movie: Shipwrecked
Bells of St. Mary's	Disney Special: Jungle Cat	Movie: Ten Commandments
Billy	Disney World: Happy Easter Parade	Movie: The Secret
Blossom	Disney World: Very Merry Christmas Parade	Movie: White Fang
Boys Town	Doogie Howser M.D.	NAACP Awards
Bozo Christmas	Drug Abuse Special	National Family Quiz
CBS News Special: The Year of the Generals	Earth Journal	National Geographic: On Assignment
CBS News Special: Watergate	Eric	Other Side of the Mountain
CBS Special: Busch Gardens Sea World Safari	Family Matters	Our 4 Cast
CBS Special: Age Seven in America	Final Shot	Pete's Dragon
CBS Special: Ancient Secrets of the Bible	Five American Families	Pirates of Dark Water
CBS Special: Children are Hurting	Fresh Prince of Bel Air	Polish Constitution Day Parade
CBS Special: Remember Pearl Harbor	Full House	Pro-Stars
CBS Special: The Secret World of Bats	F.Y.I.	Puerto Rican Day Parade
CBS Special: Titanic	Garfield Halloween Safety	Rachel's Diner
CBS Special: Touched with Fire	Go 4 Rocks	Red Ribbon Forum
CBS Special: What About Me?	Going All The Way...Staying in School	Rescue 911
Celebrate Ameriflora	Greek Parade	Rites of Passage
Cheaper by the Dozen	Hallmark: O Pioneers	Roseanne
Christmas on Division St.	Harry & the Hendersons	Saved By The Bell
City for Youth	High Noon	Scared Silent
Class Clowns	Images and Realities	School Bus Safety
Class of '95	Iowa Kids Fight Drugs and Alcohol	Scrooge
Concert for Life	It Sounded Like a Freight Train	Secrets of the Golden River
Cosmic Challenge	It's a Wonderful Life	Short Circuit
Cousteau Special: Heart of the Sea	Jungle Book	Small Miracle
	Land of the Lost	Son Rise
	Life with Father	Step By Step
	Little Women	Success Through Education
	Lucas	

**Table 8 (continued)**

**Program Titles of Regularly Scheduled, Standard-Length Educational  
Programming Specifically Designed for Children**

Summer Safari	The Promise	Toxic Crusaders
Survive Siberia	The Secret	Troop Beverly Hills
Thanksgiving Promise	The Secret World of Bats	Tuskegee Airmen
Thanks to Teachers	The Sword in the Stone	Under Pressure, Under 18
The Cosby Show	The Torkelson's	Voices of the Future
The Indiana Jones Chronicles	The Year of the Generals	Water 4 Ever
The Last Leaf	The Young Riders	Watergate: The Secret Story
The Odd Potato	Titanic: Treasure of the Deep	What About Me? I'm Only 3
The Other Side of Victory	Touched with Fire	Young Indiana Jones Chronicles

**Table 9**  
**Proportion of Regularly Scheduled, Standard Length Educational Programming**  
**Specifically Designed for Children with Age Specific Target Audience**

[illegible]

**Table 10**  
**Amount of Locally Produced, Regularly Scheduled, Standard Length Educational**  
**Programming Specifically Designed for Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Number of stations with local programming	1	1	2	0	4
Total hours of local programming aired weekly	0.5	3.0	1.0	0	4.5
Average weekly minutes of programming per station	3	15	5	0	6

**Table 11**  
**Number of Short Segments Claimed as Educational Programming**  
**For Children**

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Overall</u>
Number of stations	12	12	12	12	48
Average number of short segments aired weekly	3.25	9.5	5.4	2.25	5.1
Percentage of stations claiming short segments	75	42	58	42	54

Note: Segments claimed vary in time from 10 seconds to 5 minutes. Segments longer than 5 minutes were included in the totals for occasional programming. Time devoted to short segment programming could not be calculated because many stations did not report the length of the segments claimed.



**Table 12**  
**Number of Public Service Announcements (PSAs) Claimed as Educational Programming for Children**

	Tier 1	Tier 2	Tier 3	Tier 4	Overall
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					
51					
52					
53					
54					
55					
56					
57					
58					
59					
60					
61					
62					
63					
64					
65					
66					
67					
68					
69					
70					
71					
72					
73					
74					
75					
76					
77					
78					
79					
80					
81					
82					
83					
84					
85					
86					
87					
88					
89					
90					
91					
92					
93					
94					
95					
96					
97					
98					
99					
100					